

## Understanding knowledge companies' world

In the banking sector, there is a growing need to understand the range of new business structures and the world of intangible assets.

What are today's success factors? Where are the assets that will ensure increasing market value? How do we evaluate new business ideas and intangible assets when granting loans? A leader in the Swedish banking sector, Swedbank\* found the answers to these questions through Celemi Tango™, designed to support the growth of knowledge organizations.

Bank managers and financial analysts spent two days in a Celemi Tango simulation. This resulted in 16 new clients shortly after the seminar, and many new prospects. In addition to a revenue increase, the competence of the bank's professionals received excellent recognition. The new clients were in agreement: "We chose Swedbank because their people understand our people, our situation and our market value. No other bank had such a complete grasp of our success factors and management concerns."

Berno Huldt, one of the Swedbank managers who attended Celemi Tango describes how it has helped his business area: "We took part in the simulation to enhance the quality of our KAMs' client relationships, and improve our understanding of how a modern entrepreneur works. Afterwards, we could apply the terminology and key indicators from the simulation to our own work. With this common language, we can communicate very effectively with entrepreneurs and other business leaders."



*"On average it can take 5-6 years of hard work to win a client over, but by using the knowledge and insights we gained from Celemi Tango™, the development of new business relationships can happen much faster."*

— Berno Huldt  
Bank Manager, Swedbank

"One of the prospects we met with after the session was an advertising agency. After the meeting, the agency said that this was the first time a bank seemed to understand them. The quality of this dialogue resulted in the agency leaving their existing bank for us", Mr. Huldt shares as an example of the immediate results.

### About Swedbank

In addition to presence in Estonia, Latvia and Lithuania, Swedbank is Sweden's largest bank in terms of number of customers, with about 8 million private customers and 600,000 professional customers in 2012.

*\*At the time known as FöreningsSparbanken.*

## Evaluating clients' success factors